

Strategic Planning
Agency Liaison
Content & Campaign Planning
Organic Content Creation

Strategic Planning
24/7 Community Management
Social Paid Advertising
Insights Reporting
Influencer Strategy





Building awareness

through carefully crafted content.

Engaging a community

through public and private interactions.

Defining success

to help us build a consistent strategy and KPI benchmarks.



THE VALUE OF SOCIAL

• 50% of the world is on social media spending an average 2 hours/day checking their accounts

- 40% of millennials in the U.S. and UK consider if a location is Instagrammable when planning travel
- 30% of U.S. travelers say they turn to social media for trip inspiration

• **52% of people** liked a page related to an upcoming vacation to plan their upcoming trip



PANDEMIC LABS

We began our partnership with the Utah Office of Tourism in November 2015, with the mission to elevate the states social media marketing. We have turned social media into a invaluable tool in UOT's overall mission.







Total Social Audience on November 1, 2015

Total Social Audience
Today



Total Social Engagements in 2015

Total Social Engagements in 2018

In the U.S. almost 200 people interacted with Visit Utah content every single hour of 2018.



Inbound Messages per month

Get a response/interaction from UOT



What is our mission on social media?

How do we measure our success?

What steps do we take to achieve our objectives?

SOCIAL MEDIA PLAYBOOK

- Purpose
- KPIs
- Social Voice & Tone
- Editorial & Visual Guidance
- Content Themes & Topics
- Channel-Specific Rules
- Paid Social Strategy
- Community Management Rules
- And much more...



UOT Social Mission Statement

Visit Utah's objective on social media is to build a level of awareness for all Utah offers as a unique travel destination and amplify community engagement among an active social community of Utah travelers.



- Impressions
- Engagement
- Link Clicks
- Web Traffic Performance

- Total Messages Received
- Total Mentions (i.e. #VisitUtah, @VisitUtah)
- Response Rate

ACHIEVING AWARENESS

1. Distributing <u>visitutah.com</u> content

Featuring real-time and authentic experiences

3. Collaborating with statewide partners (i.e. DMOs, Ski Utah, resorts, etc.)

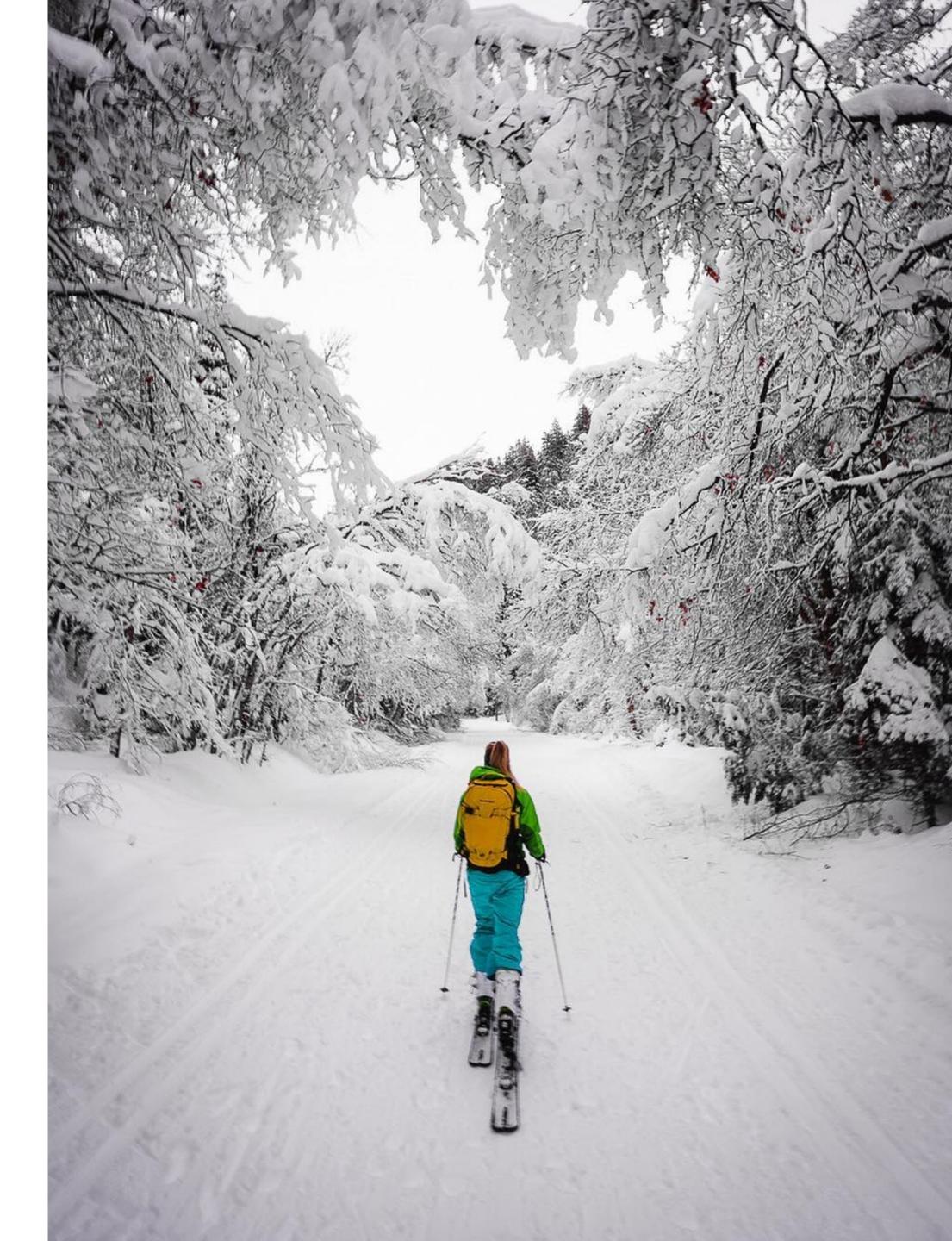


ACHIEVING COMMUNITY ENGAGEMENT

Providing prompt and resourceful customer service

2. Listening and engaging with an active social community

3. Collaborating with influencers and ambassadors





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